

Keeping a leading payment solution organization ahead of market trends by developing an Android application to quickly follow Android's initial public launch

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The Challenge

Prior to the public launch of the Android mobile platform, Magenic was tasked with building a pre-designed Android application. The mobile application was meant to keep our client, an industry-leading payment solution organization, ahead of its many competitors by providing a unique mobile experience for the market's newest platform as quickly as possible following its release.

The client already had several legacy systems in place, including SMS-based alerts to users. All server logic would need to be integrated with the client's existing systems. In addition to that, an aggressive timeline was in place due to the proximity of the Android platform's release date.

Adapting to the newest mobile technology

The Solution

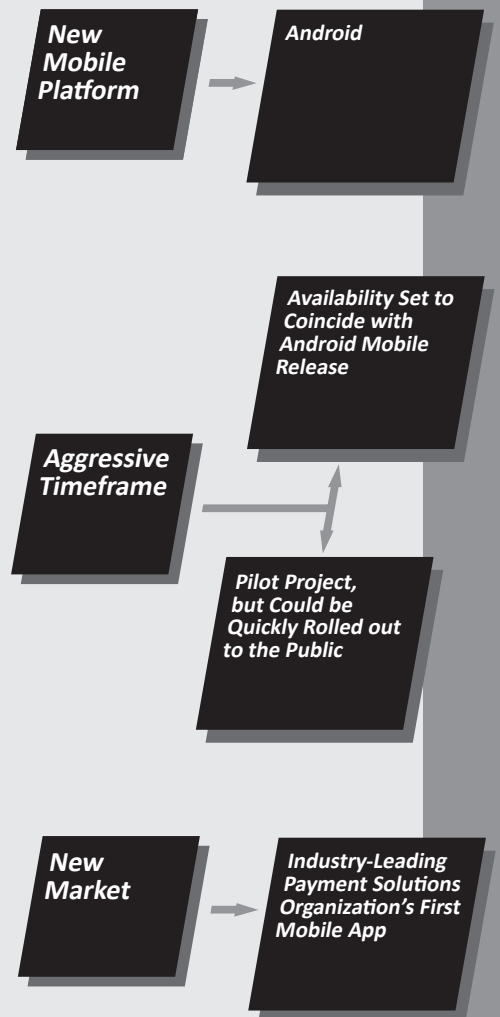
The project had three major components: an alert system to notify users when a purchase had been made using their account (an anti-fraud measurement), a category-based coupon system that would send discount notifications from various partners, and a location-based ATM finder that would allow users to find the nearest ATM (branded or generic).

Leveraging the .NET framework, Magenic's development team built out APIs across multiple devices and provided the client with the application they desired to meet their implementation goal. Additionally, multiple APIs made the application easily extendible to other leading mobile platforms such as the iPhone and BlackBerry. This provided the client the ability to continue its growth within the mobile marketplace.

Develop APIs across multiple devices

Unfamiliar Territory

Our client, one of the nation's leading payment solution organizations, was entering new territory in customer interaction. While they already provided SMS-based anti-fraud alerts, this was their first foray into native mobile applications. Beyond that, the platform of choice, Android, had yet to be released to the public. This created an aggressive timeline (as close as possible to Android's release date) for which our client needed a proven mobile development vendor.



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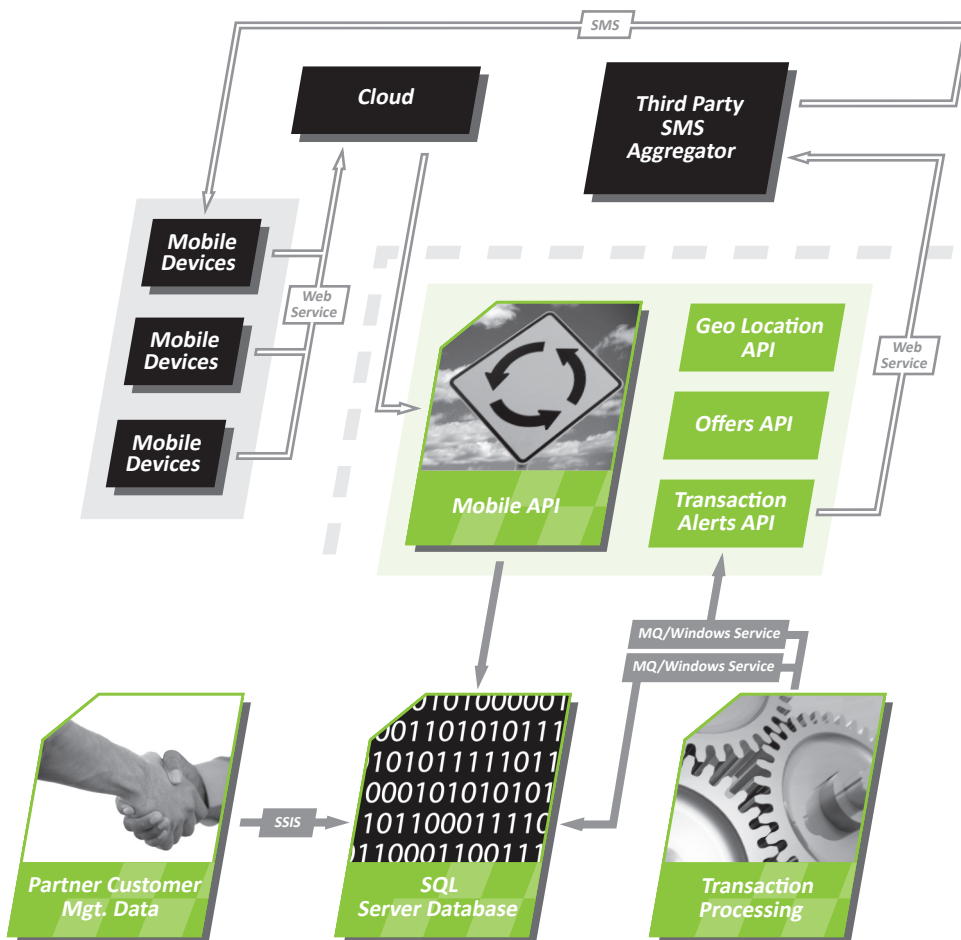
Met aggressive timeline and set client up for future success by developing APIs for multiple mobile devices

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The Result

Magenic built a mobile solution that integrated with the client's existing services. By building out the APIs across multiple devices, the solution allowed continued growth in the mobile marketplace. Magenics APIs were leveraged to create applications for both the iPhone and the BlackBerry platforms.

Our solution included the client's three critical components (purchase alerts, coupon alerts, and an ATM locator), and met their timeline goals, as the project finished just two months after Android's public launch. Our solution helped the client stay ahead of competition by providing a cutting edge mobile user experience that could easily be expanded to other mobile platforms.



Met aggressive timeline, set up future success

Summary

Magenic was tasked with developing an Android application that would quickly follow the platform's public launch. The client, an industry-leading payment solution organization, wanted to beat competition to market by launching a mobile experience that featured three key pieces of functionality. Magenic met the functionality, timeline, and budgetary goals while developing APIs that are now used across three different mobile platforms.

Technology Used

Android SDK
Java SDK
Microsoft IIS
SOAP Web Services
WCF
Microsoft SQL Server
Microsoft SSIS

Contact Information

Sales: 877.277.1044
Atlanta Office: 678.405.0672
San Francisco Office: 415.962.4600
Minneapolis Office: 763.398.4800
Boston Office: 781.478.1441
Chicago Office: 630.390.7809

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